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**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**

**3 Main Tips for Writing Articles along with 3 mini tips on your word choice**

**By Laura Hickey**

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3 Tips when Writing Articles

Do you love to write? Do you want to put those writing skills to good use? Perhaps you want to see your name published whether it be in a newspaper, magazine, e-zine or other forms of publication. Here's 3 tips to start off your New Year.

1. Brainstorm

Once you've decided what your writing is going to be about, brainstorm. Think of a new angle for your article. For example: If you're writing for your local newspaper about an author, don't necessarily write only the obvious details. Is there something about this author that makes them unique? What is so great about the book they've written, can you tie it with a current news event and or holiday?

2. Removing the Fluff is a Must!

When writing a first draft, it's expected to have at least some fluff. Fluff is words, sentences, certain aspects of your article that don't necessarily add to your article. An example would be: "I had no energy. My energy had been sucked out of me" Now that's not the great example, but you get the point. A good way to tell if you have fluff is to put your article away for a while. Why? Because when you leave your article for a bit, the next time you look over you'll see aspects of your article popping out. Certain words, facts and excess information that could easily be removed for a smooth flowing article. 3 fast tips that also apply are:

1. Editing- Proof read your articles and remember to use your spell checker. Grammar and spelling mistakes can easily turn your editor away.

2. Simple Language Structuring- You may be an expert in your field, but for others reading about your topic for the first time, your content should be simple. Make sure your sentences aren't run-ons. Are

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you teaching something? Break down aspects of your article into steps. This will ensure your reader understands your topic better.

3. Be careful of the word "the" – "The" is a common word that sometimes is repeated too many times in the article, causing your article to become repetitious. Use "the" repeatedly if you're trying to make a point.

#### 3. Passion

No, I'm not talking about romance. Passion and excitement in your article. The topic that you choose to write about should excite you. It should be something you enjoy, something you love. If it's a topic you're not truly interested in, it's going to show in your writing. Especially if it's an article that you put

together in 5 or so minutes. Use words to "pump" up your article, actions, appeal to one's senses if it's about cooking. Have the reader become excited and motivated if it's a teaching article.

Laura Hickey is author of *Mysterious Chills and Thrills for Kids. Ten Short Stories to Tickle the Imagination*. "Spooky" "Awesome" "Unpredictable" Isn't it time you entered the world where shadows lurk and each page turn could be your doom...<http://www.laurahickey.com>

## 10 Quick Tips To Writing Profitable Articles

By Ken Hill

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One of the best ways to promote your business for free is to write articles for publication in ezines.

To help you get started, I've compiled a list of ten tips that will not only help you successfully write your own articles, but also help you get the most out of the articles you do write.

To begin:

1. Put a lot of thought into the title of your article.

Writing a good title will grab your readers attention and encourage them to read through your article.

2. Keep the introduction and conclusion of your article short.

3. Write your article as a series of tips that center around a specific subject. This is a very effective way to present your information and hold your readers interest.

4. Use numbers to list the tips in your article. This allows your readers to go quickly from one tip to the

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next,  
and also keeps your article neatly organized and easy to read.

5. Keep your tips brief and to the point.

6. Keep your article focused on one topic. If you have several things you want to talk about then try writing separate articles for each topic.

7. Write your article with a sincere desire to help your reader. Don't write an article that is basically just a sales letter for your company. Save your self promotion for your resource box at the end of your article.

8. Do write a compelling ad for your business in your resource box. Entice your reader to go to your site or request more information from you.

9. Use your resource box to gain more subscribers to your ezine. An article is a very effective way to showcase the type of quality content your reader can expect as a subscriber to your publication.

10. Offer a free marketing course in your resource box. This will give you the opportunity to further increase your sales by following up with people interested in your information.

Once you start writing articles, you will find that your articles can bring a lot of free promotion to your business.

Write with your reader in mind and you will be on your way to creating more profit for your business with every article you write.



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